

COME AND GET IT, BOYS

98 Promotion Aids Show You How!



JOAN BLONDELL • GLENDA FARRELL

IN  
*"We're In The Money"*

with HUGH HERBERT • ROSS ALEXANDER  
HOBART CAVANAUGH • PHIL REGAN

A Warner Bros. laugh hit directed by Ray Enright

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W A R N E R B R O S . ' C A M P A I G N P L A N

# ON THE SLANT

Blondell and Farrell — Screen's Most Famous Gimme Gals —  
Teamed Again — In A Bigger Laugh Hit Than 'Traveling Saleslady'  
— With A Gala Comedy Cast and the Novelty Sensation of the  
Year — Man-Mountain Dean in an Actual Wrestling Bout!

## Three Day Contest To Plug Stars and Title

See if you can plant this series of brain-twisters for a neat three day plug. Publicity stories which appear below tie up contest angle with stars and title of film. Illustrations available as stills from Campaign Plan Editor, Warner Bros., 321 West 44th Street. They're yours for a dime each.

(First Day)

### How Much Money Has Hugh? Free Tickets If You Know

Rally round, Motion Picture Fans.

Your favorite comedian, Hugh Herbert is faced with an unusual problem—one that most of us would like to have ourselves.

That puzzled expression on Hugh's face is due to the fact that he's got more money on hand than he ever had before, and he can't figure out how many dollar bills are bulging out his pockets.

Through the Money Contest Editor of the.....(newspaper) he's asking for help, and this newspaper will get it for him. So sharpen up your pencils, get out the old tablet and help him figure. If you are among the first twenty who send in the correct solutions of his problems, you'll win two tickets to the.....Theatre, where Hugh, together with Joan Blondell, Glenda Farrell and many other film favorites will open in Warner Bros.' newest laugh riot, "We're In The Money" on.....

Here's Hugh's problem:

Hugh has \$50 less in his left hand than in his right hand.

#### Can You Help Him?



Solve Hugh Herbert's money problem and see "We're In The Money" at the.....Theatre on.....(Still No. WM 208)

(Second Day)

### Prizes To Those Who Guess How Much Hugh Has



Free tickets to.....Theatre if you can figure out Hugh Herbert's roll for Joan Blondell (Still No. WM 229)

Joan Blondell seems to be swiping some money from Hugh Herbert. But Hugh doesn't mind it, because he doesn't know how much he has anyhow.

"Hugh has \$80 more in his hands than in the pocket Joan has her hand on.

"In his lower vest pocket, he has one-fourth as much as he has in the pocket she's touching.

"The total amount in his two pockets and in his hands is \$620.

"How much money Hugh has in his hands; how much in his upper vest pocket; and how much in his lower vest pocket." (Add contest details and picture credits.)

(Answers: Hugh's hands, \$320. Top vest pocket, \$240. Lower vest pocket, \$60.)

(Last Day)

### Last Chance To Win Free Strand Theatre Tickets

Glenda Farrell is gold-digging again. She's trying to separate Hugh Herbert from his bank roll. She doesn't know how much he has, but Hugh is trying to explain it to her, so that she'll know exactly what she's getting.

This paper is offering a free pair of tickets to each of the first 20 people who submit the correct answers to the three problems, of which today's is the last. The tickets will be honored at the.....Theatre....., when Joan Blondell, Glenda Farrell and Hugh Herbert will appear in Warner Bros.' comedy hit "We're in the Money."

Now here's how Hugh has the problem figured out:

"I have \$50 more in my hands than in my back pocket."

"Tucked away in my coat pocket I have \$70 less than in my back pocket."

"If my hands and two pockets each had \$50 less, then I would have a total of \$430 for Glenda to take away from me."

"How much money have I in my hands; in my back pocket; and in my coat pocket?"

Now that Hugh has given you all the hints that he gave to Glenda, see if you can figure out the correct answers. Glenda doesn't seem to be having any trouble figuring it out, and if you're careful, you won't either. Just get out your pad and pencil and tackle it the way you did the other two. Then if you're correct and fast, we'll be seeing you soon at the.....Theatre.

Send the answers, along with your answers for yesterday's and day before yesterday's problems to the Contest Editor of this paper. Be sure to do this immediately, because each of the first 20 to send in the correct answers will receive a free pair of tickets to see Joan Blondell, Glenda Farrell and Hugh Herbert in Warner Bros.' "We're In The Money," the comedy hit which opens at the.....Theatre on.....

(Answers: Hugh's hands, \$250; back pocket, \$200; coat pocket, \$130.)

#### She Needs Help



Glenda Farrell and Hugh Herbert have money troubles. Help them and win free theatre tickets. (Still No. WM 233)

## EXPLOITATION

### Oakleys to Those Who Write Funniest Speeches for Hugh



What is Hugh Herbert saying to the jury? Think you can sell contest on that angle? Publicity story below tells all. Still illustrated is WM 10.

What is Hugh Herbert saying to the jury? Write a 200 word speech for him on anything — the kind of a talk Hugh, portraying a lawyer so absent minded he forget's what side he's on, would make. The funniest address to the jury submitted will win two tickets to the Theatre. (Add contest details and plug for show.)

### Free Coins to Kids at Matinee

Will it boost your afternoon receipts to offer a free foreign coin to every child attending the matinee? If you're interested, local coin dealer will be able to supply you with bushels of Chinese coins at little expense.

### SWANKY CAR CARRIES BANNER



Like this street bally? Liveried chauffeur drives ritzy couple around town. Banner tells all about your show.

### Paper Offers Prizes for Best Letters on Serving Subpoenas

Might try freak contest, that of offering ducats to those who tell best stories on how they served subpoenas on unwilling victims. You know, of course, that film deals with high-pressure process servers so contest ties right in.

### Newspaper Ads for Stills

Especially posed at the coast were four stills which appear in this section of the press book. They're "naturals" for tie-ups — covering a number of angles for landing free space. Look 'em over. We've set them up in ad form just to be sure you get the idea. Stills may be ordered at a dime a throw from Campaign Plan Editor, Warner Bros., 321 West 44th Street, New York City.

### WANT TO BE 'IN THE MONEY' . . . Enter the N. Y. POST'S \$10,000 Famous News Contest

(Newspaper promotion Copy)



See Hugh Herbert with Joan Blondell and Glenda Farrell in Warner Bros. riot of fun **'WE'RE IN THE MONEY'** Now at the STANLEY

Local paper running any big contests? Maybe they'd like to advertise it this way. Still No. WM 206

### Paper Offers Ducats for Absent-Minded Lawyer Gags

Hugh Herbert plays the part of an absent-minded lawyer in this picture. So why not a contest for best stories on absent-minded barristers?

### Millionaires in Lobby Display

Looking for trick lobby display? Tack up stills of famous people who are "in the money." Can easily be transformed into a contest by numbering the stills and asking rubber-neckers to identify the millionaires.

### Stage Money Stunt

New twist to an old gag: Give local stores a pack of stage money with your plug on the reverse side. Merchants give out the 'money' with each purchase, and offer prizes to persons who collect the most.

### List Serial Numbers on Front; Bills that Check Win Ducats

Post a list of serial numbers out front, and offer free admission to people who have corresponding numbers on their bills. You're pretty sure not to have many ducat requests.

### Guess Number of Pennies in Jar and Win Free Admission

If local store will cooperate, put a glass jar full of pennies in the window surrounded by stills from picture. You offer Oakley's to the people who guess closest to the number of pennies in the jar. Alright, so it's as old as the hills but it does seem like a good bet on this picture.

### 'In the Money' Still for Bank

"WE'RE IN THE MONEY because we save each week at the Mutual Savings Bank." Would your bank let you put a blow-up in its window with that caption under it? If the answer is "yes," order Still No. WM 232.

### Bands Dedicate Song 'We're in the Money' to Picture

See if local bands will play that famous Gold Diggers song "We're in the Money." Maybe they can use this introduction: "Ladies and Gentlemen, we dedicate this old favorite to the brand new Theatre hit, 'We're in the Money.'"

### Ducats for Money-Making Gag

Through paper, screen or lobby offer Oakley's to those who write best letters on novel ways of making money. You'll be s'prised at the odd response that will come in.

### STAGE MONEY AS THROWAWAY



Has your usher a minute to spare? Why not have him hand out imitation dollar bills to your patrons. Imprint theatre and picture plugs on reverse side. Stunt should be especially successful with the kids. Get them at local parks and playgrounds.

### 'How to Spend Money' Contest

Try ye ed on a one day contest on "What You Would Do If You Were In The Money." Not a brand new idea but it ties right up with the title.

### 'WE'RE IN THE MONEY'

Say 50,000 Philadelphians Because We Save By Shopping in the Record Classified Section



SEE  
JOAN BLONDELL — GLENDA FARRELL  
in  
**'WE'RE IN THE MONEY'**  
with HUGH HERBERT and ROSS ALEXANDER  
Friday at the STRAND

Your paper's classified ad manager might be looking for an ad idea. Show him this one. Still No. WM 225

## There's A Music Angle, Too!

Strong point in your campaign should be the plugging of "So Nice Seein' You Again," latest song hit by Wrubel and Dixon, featured in the film. Hop over to your band leader contracts and the powers that be at radio stations for all the song and tie-in theatre breaks you can chisel. We'd remind you about organist, P. A. System and music store angles if we weren't so sure that you already thought of them. For information as to additional tie-up possibilities get in touch with

ELI E. OBERSTEIN

RADIO CITY

NEW YORK, NEW YORK

### SO NICE SEEING YOU AGAIN

#### "WE'RE IN THE MONEY"

JOAN BLONDELL  
GLENDA FARRELL  
HUGH HERBERT  
ROSS ALEXANDER

DIRECTED BY  
RAYMOND ENRIGHT

MUSIC BY  
MORT DIXON  
ALLIE WRUBEL

HARMS  
NEW YORK  
CHAPPELL & CO. LTD.  
LOANERS



### Are You a Puzzle Lover —Like Hugh Herbert?



You'll find all kinds of novelties, tricks and gadgets to enliven your next party at . . .

#### STACY'S

(And you can see Hugh with  
JOAN BLONDELL and GLENDA FARRELL  
in "WE'RE IN THE MONEY"  
now at the STANLEY)

Maybe department store will be interested in this set-up to plug their gadget and toy line. Still No. WM 47.

#### Display Still of Hugh in Buick

Still No. WM 36 shows Hugh Herbert in a snappy new Buick. Maybe your local Buick dealer would like to put it in his window, with theatre and picture credits, of course.

#### Blow-Up Idea for Store Tie-Up

Still No. WM 234 shows Blondell, Farrell, Herbert and Alexander with wads of money. Can be blown up and placed in store window with caption: "WE'RE IN THE MONEY because we deal at Marshall's."

#### News Angle for Radio Commentator

How good is your contact with local radio news commentator. Think he can use this human interest story on his program?

You never know, until you start to dig, where gold may be found, or behind what unlikely corner good fortune may be lurking. Take the case of young George Bilson. When George first came to this country from London to seek fame and fortune, he decided to attend college in New York City. He was without money or influence, and he supported himself, the first year, by acting as a process server—one of those people who shove legal summonses and subpoenas in the hands of unwilling victims. George wasn't particularly proud of his occupation and as soon as he could, found other ways of earning a livelihood. But the memory of his experiences remained. And it was these incidents, some funny, some pathetic, some exciting, that he wrote into the motion picture "We're In The Money," in which Joan Blondell, Glenda Farrell and Hugh Herbert will appear at the Theatre on . . .

#### Run Treasure Hunt for Kids

Think you can arrange treasure hunt for the youngsters? Newspaper and merchant cooperation will be a great help although stunt can be worked through screen or program.

#### Gal Dressed 'In the Money'

Feel like punning? Then take the title "WE'RE IN THE MONEY" literally and send gal along main street wearing dress covered with stage money. And don't forget to save some space on the dress for title and playdate plug.

#### Athletes in Film Should Interest Sports Writers

The sport writers may be interested to learn that Josephine McKim, Man Mountain Dean and Chief Little Wolf appear in the film. Invite 'em down. It may mean a line or two on their columns.

Page Four

#### Summonses 'Round Town

You can make use of film's subpoena angle by going big on distribution of teaser summonses. These may be ordered from Economy Novelty Co., 239 West 39th St., New York City. Prices are 1M—\$6; 3M—\$5.50 per M; 5M—\$5 per M; 10M—\$4.50 per M.

#### Display Coin Exhibit in Lobby

A collection of old and foreign coins should make interesting lobby display. Or perhaps you can put it in a store window, surrounded by your stills and playdate.

#### Wrap Bills in Band With Plug

If your cashier has a little time between shows, get her to paste a band around dollar bills. These are to be given out as change and should carry your imprints, which are sure to be seen. If gal doesn't know how bands are handled, send her over to local bank teller for info.

#### Contest on Words Meaning 'Money'

Here's a contest you might like to use in your program. Offer Oakleys to persons who can figure out the most expressions for money, like simoleons, G's, C's, bucks, etc.

#### Contest on Stars' Past Hits

For lobby or program, why not illustrate stills from past Blondell-Farrell films with contestants guessing titles.



Posed by Hugh Herbert, who appears with Joan Blondell and Glenda Farrell in "WE'RE IN THE MONEY" now at the Stanley.

#### Save Money By Buying Your Car AT TOM WILEY'S

Used car dealers are usually on the lookout for trick ways of selling their wares. Maybe this'll strike their fancy. Still No. WM 209.

#### 2-Col. Newspaper Poem-Puzzle

Can be used as a one day contest with prizes for the neatest and nearest correct translations. We hear that many exhibs are using it as a straight feature, eliminating the contest angle altogether. Though illustrated in miniature, it comes to you 3 7/8" wide.

( SOLUTION )  
at right



Mat No. 204-20c

#### LIKE THESE CUT-OUTS?



24-SHEET



6-SHEET



3-SHEET

Posters on this film offer unusual possibilities. See any here you'd like to use for your front, lobby or marquee display?

#### Store Runs 'In the Money' Sale

Perhaps you can persuade a merchant to run a sale with the slogan: "WE'RE IN THE MONEY, and we're sharing our wealth with you by offering these tremendous bargains."

#### If You're Buying Radio Time . . .

(HALF-MINUTE RADIO PLUG)

(Laugh record plays as softly as is possible for a few seconds)

ANNOUNCER: That's how the audiences laughed at "Traveling Saleslady."

(Play laugh record for a few more seconds, this time very loud)

ANNOUNCER: And that's the way they're laughing at "We're in the Money," Warner Bros.' comedy smash, which is playing now at the Theatre. If you want to laugh for a full ninety minutes, see Joan Blondell, Glenda Farrell and Hugh Herbert tear the town wide open in "We're in the Money," at the Theatre.

(ONE MINUTE RADIO PLUG)

CHILD'S VOICE: Hey Ma! You better lock Pa up in the closet again. Those gimme-gals are back in town.

ANNOUNCER: You won't need three guesses to figure out who little Oscar is talking about. It's Joan Blondell and Glenda Farrell, who are back with us in a picture that's even funnier than "Traveling Saleslady." It's Warner Bros.' new laugh riot, "We're in the Money." Just wait until you see the gals, with their old pal Hugh Herbert, in this side-splitting picture. They play the parts of a couple of high-pressure process servers, and I promise you, they'll keep you in stitches for ninety minutes. Don't miss Joan Blondell and Glenda Farrell in "We're in the Money," playing now at the Theatre.

#### FREE RADIO SKETCH

An ace writer wrote a honey of a sketch on this picture. Twelve minutes of laughs from the film plus three minutes at the beginning and end for your picture plug. Can you use 'em? You'll get a copy for each member of the cast by dropping a line to the Campaign Plan Editor, 321 West 44th St., New York City.

Ginger and Dixie, blonde process-servers—  
Hardest-boiled gals of all strong-nervers—  
Vow, like the Mounties, to get their man!  
If he can be got, it's them that can!  
Ginger falls hard for a handsome youth  
Who drives a taxi, though he, in truth,  
Is a millionaire she's got to nab!  
She calls on Dixie to help her grab!  
Both go to it with tooth and nail,  
Willing to die, but not to fail!  
The chase is on! And how it ends,  
On Ginger and Dixie, all depends!  
If you want to snigger, gasp, guffaw—  
If you want to pep up paw and maw—  
If you think a barrel of monkeys funny—  
Take 'em to see: "WE'RE IN THE MONEY."

**EXTRA! BIG MALE ROBBERY!**



No man is safe when these dough girls turn on the heat! They love 'em and leave 'em—*flat broke* . . . in Warner Bros.' convulsing comedy of the breach-of-promise racket.

**JOAN BLONDELL  
GLENDA FARRELL**  
in  
*"We're In The Money"*  
with **HUGH HERBERT  
ROSS ALEXANDER  
PHIL REGAN • And Others**  
Including MAN-MOUNTAIN DEAN Himself!

**T H E A T R E**

327 Lines Mat No. 302—30c

[ SEE PAGE 9 FOR 2-COLUMN ILLUSTRATION OF THIS AD ]

*No foolin'*  
THE GIMME GIRLS ARE GIVING THINGS AWAY FREE!  
They're handing out subpoenas in breach-of-promise suits...and the biggest laughs since "Traveling Saleslady"!  
**JOAN BLONDELL  
GLENDA FARRELL**  
in *"We're In The Money"*  
with **HUGH HERBERT**



**T H E A T R E**

*'Man-Mountain' Dean is in it, too!*

136 Lines Mat No. 214—20c



THESE BLONDE MAN-  
MENAGES ARE IN THE  
BREACH-OF-PROM-  
ISE RACKET NOW!

Hear them sing that  
*touching* ballad . . .

"Oh, Promise Me!"

. . . and then prepare  
to pay and pay and  
pay . . . and howl  
and howl and howl!

**JOAN BLONDELL  
GLENDA FARRELL**

in

**"We're in the Money"**

A Warner Bros. summons to laughter with  
HUGH HERBERT • ROSS ALEXANDER  
HOBART CAVANAUGH • PHIL REGAN

**T H E A T R E**

432 Lines Mat No. 301—30c

[ SEE PAGE 8 FOR 2-COLUMN  
ILLUSTRATION OF THIS AD ]

COME  
AND GET  
IT, BOYS!

What a system  
those gimme gals  
have now! They  
love 'em and leave  
'em...with a sum-  
mons! It's Warner  
Bros. scream hit!

JOAN  
BLONDELL  
GLENDA  
FARRELL  
in  
**"WE'RE IN  
THE MONEY"**  
with HUGH HERBERT

**T H E A T R E**

76 Lines Mat No. 106—10c

THEY LOVE 'EM AND LEAVE  
'EM—WITH A SUMMONS!

JOAN BLONDELL  
GLENDA FARRELL  
in  
**"WE'RE IN  
THE MONEY"**

46 Lines Mat No. 212—20c



**THOSE 'TRAVELING SALESLADIES'  
ARE HEART-BALM BABIES NOW!**

... And balmier than ever as two subpoena-serving sweeties in the breach-of-promise racket! They've got the big dough boys on the run ... and the whole town stopped with laughter... in the biggest scream sensation of their careers!



**JOAN BLONDELL • FARRELL**  
in **"WE'RE IN THE MONEY"**

with another great Warner Bros. cast of comedy stars headed by **HUGH HERBERT**  
**ROSS ALEXANDER**  
and 'MAN-MOUNTAIN' DEAN

**T H E A T R E**

288 Lines Mat No. 208—20c

THE BIGGEST SCREAM HIT OF THEIR CAREERS!  
**JOAN BLONDELL  
GLEND A FARRELL**  
in **"WE'RE IN THE MONEY"**  
with **HUGH HERBERT**

16 Lines Mat No. 109—10c

**WE'VE GOT TO HAND IT TO YOU,  
PHILADELPHIA**



See the screen's greatest gimme gals handing out summonses and laughs faster than it takes to say "breach of promise"!

**JOAN BLONDELL  
GLEND A FARRELL**  
in **"WE'RE IN THE MONEY"**

Warner Bros.' scream hit, with **Hugh Herbert**

**T H E A T R E**

190 Lines Mat No. 209—20c

(Substitute correct city name in headline.)



**... THEY MAKE THE  
BREACH-OF-PROMISE  
RACKET ONE LONG ROAR!**

Let these heart-balm babies teach you what every promising young man should know! It's perfectly outrageous ... the way you'll laugh!

**"WE'RE IN THE MONEY"**

Another smashing scream hit from Warner Bros., with  
**JOAN BLONDELL  
GLEND A FARRELL**  
Hugh Herbert



112 Lines Mat No. 210—20c

*Get your bail ready, boys!*



THESE BLONDE MAN-MENACES ARE IN THE BREACH-OF-PROMISE RACKET NOW! Hear them sing that touching ballad . . . "Oh, Promise Me!" . . . and then prepare to pay and pay and pay . . . and howl and howl and howl!

**JOAN BLONDELL  
GLENDA FARRELL**

*"We're in the Money"*

A Warner Bros. summons to laughter with  
HUGH HERBERT • ROSS ALEXANDER  
HOBART CAVANAUGH • PHIL REGAN

**T H E A T R E**

190 Lines Mat No. 213—20c

[ THIS AD REPRODUCED IN  
3-COLUMN SIZE ON PAGE 6 ]

THE BIGGEST SCREAM HIT OF THEIR CAREERS!

**JOAN BLONDELL  
GLENDA FARRELL**

in  
**"WE'RE IN THE MONEY"**

with **HUGH HERBERT**

62 Lines Mat No. 211—20c



**You are hereby SUMMONED  
to the Strand Theatre**

for breach of the peace and disorderly laughter . . . as these subpoena-serving sweeties make the breach-of-promise racket one long roar!

**JOAN  
BLONDELL  
GLENDA  
FARRELL**

in  
*"We're in the Money"*

A Warner Bros. Hit with **HUGH HERBERT**  
and **MAN-MOUNTAIN DEAN!**

**T H E A T R E**

196 Lines Mat No. 207—20c

## FRONT-LINES

*If you're using a photo-frame or pictorial treatment on your front, these lines'll help your copy worries . . .*

*These Blonde Man-Menaces Are in the Breach-of-Promise Racket Now!*

\* \* \*

*Those 'Traveling Salesladies' Are Heart-Balm Babies Now!*

\* \* \*

*They Make the Breach-of-Promise Racket One Long Roar!*

\* \* \*

*The Screen's Famous Gimme Girls Are Handing Out Summonses and Laughs!*

\* \* \*

*The Gimme Girls Are Giving Things Away Free!*

\* \* \*

*They Love 'Em and Leave 'Em—With a Summons!*

\* \* \*

*The Grandest Laff-Show Since 'Traveling Saleslady'!*

THEY'VE GOT THE SUREST CURE FOR  
THE CURSE OF AN ACHING HEART...  
MONEY! MONEY! MONEY!  
and the surest cure for what ails you—  
LAUGHS! LAUGHS! LAUGHS!

**JOAN BLONDELL  
GLENDA FARRELL**  
as two heart-balm blondes in the  
breach-of-promise racket, in  
**"WE'RE IN THE  
MONEY"**  
with HUGH HERBERT  
ROSS ALEXANDER  
'MAN-MOUNTAIN' DEAN himself!

**T H E A T R E**

216 Lines Mat No. 205—20c

**EXTRA! BIG MALE ROBBERY!**

No man is safe when these dough  
girls turn on the heat! They love  
'em and leave 'em—flat broke... in  
Warner Bros.' convulsing comedy  
of the breach-of-promise racket.

**JOAN BLONDELL  
GLENDA FARRELL**  
in  
**"We're In  
The Money"**  
with HUGH HERBERT  
ROSS ALEXANDER  
PHIL REGAN • And Others

**T H E A T R E**

144 Lines Mat No. 206—20c

[ THIS AD REPRODUCED IN  
3-COLUMN SIZE ON PAGE 5 ]

THEY LOVE 'EM AND LEAVE  
'EM—WITH A SUMMONS!  
**JOAN BLONDELL  
GLENDA FARRELL**  
in  
**"WE'RE IN  
THE MONEY"**

25 Lines Mat No. 110—10c

The Grandest Laff-Show  
Since 'Traveling Saleslady'!

**JOAN BLONDELL  
GLENDA FARRELL**  
in  
**"WE'RE IN  
THE MONEY"**  
With HUGH HERBERT  
ROSS ALEXANDER

51 Lines Mat No. 108—10c

THEY LOVE 'EM--  
AND LEAVE 'EM--  
WITH A  
*Summons!*

The Gimme Gals say it  
with subpoenas, as they  
crash the breach-of-  
promise racket in Warner  
Bros.' latest scream hit.  
**JOAN BLONDELL  
GLENDA FARRELL**  
in  
**"We're In  
The Money"**  
with  
**HUGH HERBERT**

'Man-  
Moun-  
tain'  
Dean  
is in it,  
too!

**T H E A T R E**

170 Lines Mat No. 107—10c

## Blondell - Farrell Coming to Strand In Comedy Hit

Joan Blondell, Glenda Farrell and Hugh Herbert have been the source of riotous laughter in a number of pictures, including "Traveling Saleslady," "Kansas City Princess," and "Havana Widows."

Now they are together again in what is heralded as the most hilarious comedy romance of all, "We're In The Money," the Warner Bros. picture which will be the feature attraction at the Theatre on.....

Hugh Herbert is an absent minded attorney who specializes in breach of promise cases, and puzzles, while Joan Blondell and Glenda Farrell are his two slick and chiseling process servers.

Glenda portrays an out and out gold digger, and so does Joan, until she falls in love with a man on a park bench whom she thinks is a chauffeur, but who is really a man of wealth masquerading to escape the girls, who are pursuing him to serve him with a subpoena in a breach of promise case.

How Joan, aided by her pal Glenda, pursues the man she loves, the subterfuges she resorts to to serve the papers on him, and the complications that ensue, makes a comedy of errors and double crosses that are said to be funnier than any picture in which the three comedians have starred.

Ross Alexander plays the hunted man.

Phil Regan, the former Radio Cop, sings one of his inimitable songs, written by Allie Wrubel and Mort Dixon. For a thrill, Man Mountain Dean and Chief Little Wolf stage a fierce wrestling bout in which Man Mountain is hurled from the ring into the two girls' laps and is served with a subpoena forthwith. He is so angered he almost demolishes Chief Little Wolf.

There is an unusually talented supporting cast which includes Hobart Cavanaugh as Herbert's assistant; Anita Kerry as the girl suing Alexander, Lionel Stander, E. E. Clive and Ed Gargan.

Raymond Enright directed the comedy from the screen play by F. Hugh Herbert and Brown Holmes, based on a story by George R. Bilson, as adapted to the screen by Erwin Gelsey.

### Glenda Farrell Calls Love Suits Chiseling

Glenda Farrell, who has a stellar role with Joan Blondell in the Warner Bros. comedy romance "We're In The Money" which comes to the Theatre on....., and whose specialty in screen productions has been the "blonde menace" gold-digging type of gal, declares that breach of promise actions are "invariably chiseling and nothing more."

"The law already passed in a few states ought to be made universal, so that neither breach of promise nor alienation of affection suits could be started," said Miss Farrell.

"Real love is, and ought to be, a fifty-fifty proposition. I know that if a man didn't want me, I certainly wouldn't want him. And I wouldn't cheapen myself, or my sex, by trying to penalize or persecute him because of the fact that his affections had cooled."

Others in the cast include Glenda Farrell, Hugh Herbert, Hobart Cavanaugh, Phil Regan, Henry O'Neill and others.

## They're In The Money



The three young folks with all the money are Joan Blondell, Ross Alexander and Glenda Farrell, stars of the new Warner laugh-hit, "We're In The Money," which comes to the Theatre on.....

Mat No. 201-20c

## Joan Blondell Tells Rules for Park Romances Miss Farrell and Joan Blondell to Learn Tap Dance

Summer is the time for park romances, and there is a real technique to love making on a park bench.

For the benefit of bashful souls who have trouble in meeting the right people in public parks, Joan Blondell and Ross Alexander, now appearing in "We're In The Money" the Warner Bros. comedy drama which comes to the Theatre on....., have arranged a five lesson course in sparking on the old park bench.

Lesson One: Girl stops at bench on which a nice looking young man is reading a newspaper. The girl opens her handbag and casually looks in the mirror as though she cared not at all for the young man, who is not reading his newspaper now.

Lesson Two: Young man makes room on the bench. Girl takes out cigarette and lights it, the while glancing at newspaper.

Lesson Three: Girl acts as though she finds something of interest in the paper and asks if she can take a look. Young man is willing.

Lesson Four: One thing leads to another. Young man puts arm around girl.

Lesson Five: Girl doesn't object. In fact she enters into the spirit of the thing and they clinch.

According to Miss Blondell and Alexander, this technique ought to be perfect. But they don't guarantee it. You use it at your own risk.

Ray Enright directed the picture from George Bilson's story, adapted for the screen by Erwin Gelsey; screen play by F. Hugh Herbert and Brown Holmes.

Others in the cast include Glenda Farrell, Hugh Herbert, Hobart Cavanaugh, Phil Regan, Henry O'Neill and others.

### Well-Known Old Timer In Movie Comedy

Carol Holloway, once the most popular leading lady of Vitagraph pictures, will be seen in the new Warner Bros. production "We're In The Money," which opens at the Theatre next..... Ray Enright directed it with Joan Blondell, Glenda Farrell and Hugh Herbert as featured comics.

Johnny Boyle, the well known dance instructor has taught many stars of both stage and screen tap dance routines but he was a little bewildered when he dis-

GLEND  
FARRELL  
in "We're In  
The Money"  
now at the  
Theatre.

Mat No. 105-  
10c



covered that George Barnes, ace cinematographer, was aesthetically inclined.

This may be partly due to the influence of Joan Blondell, his wife, who with Glenda Farrell decided to take a course in dancing.

As a matter of fact George just went along with Joan when she went for her first lesson with Glenda. He became so interested in the exercises through which the girls were going that he signed up himself for a course with Professor Doyle.

All three are working at present on the new Warner Bros. comedy drama, "We're In The Money," which comes to the Theatre on.....

As a pair of fast moving process servers Joan and Glenda are compelled to move rapidly in "We're In The Money."

The picture is a hilarious comedy romance with an all star cast including Joan Blondell, Glenda Farrell, Hugh Herbert, Ross Alexander, Phil Regan and Henry O'Neill.

Ray Enright directed the picture from the screen play by F. Hugh Herbert and Brown Holmes.

### Herbert Still Wants To Be Policeman

Hugh Herbert's secret ambition is to be a policeman. He claims he has a preferred list on whom he would like to "assert his authority" with evidence enough to, at least, make them unhappy. Hughie is now playing the part of a divorce lawyer in the new Warner Bros. comedy drama, "We're In The Money," which comes to the Theatre on.....

## Radio Cop Sings Glenda Farrell Finds Suit for New Film Comedy City or Country

Phil Regan, Warner Bros. golden voiced tenor, seldom bets on the success of a song because he admits that he has selected too many songs that he was certain were headed for "best sellers" only to find out that they were duds, and vice versa.

But he is willing to lay real odds on "It's So Nice Seeing You Again," the tune written for his current Warner Bros. picture, "We're In The Money," which comes to the Theatre on..... It was written by the famous song team Mort Dixon and Allie Wrubel.

Phil claims that this one is certain to be "in the money."

The picture is a riotous fast moving comedy with tense dramatic moments and a stirring romance. The cast includes Joan Blondell, Glenda Farrell, Hugh Herbert, Ross Alexander, Phil Regan and Henry O'Neill.

Ray Enright directed.

## 'We're In The Money' Opens at Strand Today

Warner Bros. hilarious comedy, "We're In The Money" opens at the Theatre today, with that inimitable trio of comedians, Joan Blondell, Glenda Farrell and Hugh Herbert in the stellar roles.

The story by George R. Bilson, and the screen version are said to be extremely funny, and filled with chuckles and riotous laughs.

The picture concerns the efforts of two chiseling girls, Joan Blondell and Glenda Farrell, to serve subpoenas on wealthy men in breach of promise suits.

They work for a shyster lawyer, played by Hugh Herbert, who is so absent minded he frequently forgets which side he is on.

Glenda remains forever the gold digger, but Blondell falls in love with a wealthy young man dressed in a chauffeur's uniform to escape process servers.

Ross Alexander is the hunted man.

"It's rare luck to find a suit that is perfect for resort wear but fits into an 'in town' wardrobe too," said Glenda Farrell, now appearing at the Theatre in the Warner Bros. comedy drama "We're In The Money."

"That's why I consider myself very lucky to have found this suit. It can be easily packed for week-end vacations and is practical and comfortable to wear when gadding about town."

"The fabric is a lightweight, natural colored silk linen. Tailored beautifully, its plain skirt is topped with an action styled jacket which has fullness gathered into a square shoulder yoke and a stitched-on belt that fastens in front with a double ring copper buckle."

"The blouse I am wearing here is a pale yellow silk crepe, the tie a yellow dotted brown foulard, its color harmonizing with my hat and slippers."

"Occasionally I wear a more elaborate blouse of some dark color or a sweater of a lacy weave in pastel tones."

"A very tailored reefer top-coat of brown and cream checked tweed is my usual addition if I stay out until the crisp evening hours."

"We're In The Money" is a riotous comedy.

Ray Enright directed.

Phil Regan sings a catchy air written especially for the picture by the famous team of Wrubel and Dixon. Man Mountain Dean and Chief Little Wolf, playing in their own characters, stage a most hilarious as well as thrilling wrestling match.

Others in the cast include Hobart Cavanaugh, Anita Kerry, Henry O'Neill, Lionel Stander, E. E. Clive and Ed Gargan. Raymond Enright directed the picture from the screen play by F. Hugh Herbert and Brown Holmes, as adapted by Erwin Gelsey.

## No Wonder He Smiles



George Bilson (center) author of "We're In The Money," is shown discussing his original film play during its screening with Glenda Farrell and Hugh Herbert, who, with Joan Blondell head the all star cast. "We're In The Money" will open at the Theatre on.....

Mat No. 202-20c

# Blondell Peppier Than Ever After Birth of Son

Star of "We're In The Money" Yearns to Stay Young in Spirit

By Linda Leath

Billie Burke, at the time her baby daughter, Patricia Ziegfield, was born, announced that her ambition was to be the theatre's foremost comedienne by the time her daughter was nine years old.

So when I saw Joan Blondell coming out of a scene from "We're In The Money," the Warner Bros. comedy now showing at the . . . Theatre, I began to wonder. Little Norman Scott Barnes had just recently been born.

She looked so pretty, so alive, so completely happy. Did she, perhaps, have similar ambitions for herself, in order that Baby Norman, when he grew up, might point with pride at his mama? There was just one way to find out. I asked her.



Joan Blondell, star of "We're In The Money."  
Mat No. 102—10c

It was a question however, that called for tact. After all, Joan is already one of the movies' foremost comediennes, and she does right well, too, in the dramatic field. And with lots of folks, she's quite "the tops." So the question took a different form.

"What sort of person do you want to be," the vivacious young star was asked, "when little Norman gets big enough to know what it's all about?"

Joan's answer was prompt.

"I want to be exactly as I am now," she said. "Of course, I want to hold my place in pictures, and go on doing good parts in good pictures forever. But most of all"—Joan's eyes shone—"I want to go on being a young mother!"

## Fears "Old Age" Mind

Knowing Joan, the very idea seemed somewhat fantastic, but it's the truth that she has a horror of growing into a narrow-minded, crabby, middle-aged woman. It's not growing old she minds—it's the "closing in on oneself," the loss of tolerance and understanding, that she fears sometimes comes with it.

"If I can stay the way I am now," she went on, "I think I can develop with my baby, and understand his problems well enough to help him.

"I want him to smoke his first cigarette at home. I want him to have his first drink with George and me—as long as he's probably going to have it anyway. I want him to meet his first girl in our home—and his wife, later on. Those are my ambitions for my baby. And I know that I'll never see them fulfilled unless I fulfill my own ambition to stay young and gay and fresh and broad-minded, tolerant — a truly young mother.

"I try never to say 'No' to Norman," she says. "I just try to find other ways to keep him

from doing something he shouldn't, besides saying 'no.' Mainly," Joan grinned, "I try to laugh him out of it."

## The Benefit of Laughter

She illustrated with an example. "Almost from the time he was born, Norman has hated having his clothes taken off. A modest young 'un, mine! When the nurse would come to undress him, he'd squirm from side to side, and make awful faces, and even squall. So now I go up to him and laugh at him, I say, 'Hey kid, wanna have some fun?' giggling all the time—and what do you think? He laughs too! And then he doesn't mind at all, and presto! he's undressed in no time!"

Meanwhile, Joan is going ahead with her career, which seems to have been given a new impetus by the arrival of her son.

"I feel better, younger, peppier," she says, "than I ever did before. But mainly, I have learned to relax. No matter what happens, I can now keep myself from being tense—and that, in the well-known nutshell, is probably what's going to keep me young and gay for Norman and George."

"We're In The Money" is a hilarious comedy romance. Joan Blondell and Glenda Farrell head the cast. Raymond Enright directed from George Bilson's story adapted for the screen by Erwin Gelsey; screen play by F. Hugh Herbert and Brown Holmes.

Others in the cast include Hugh Herbert, Ross Alexander, Hobart Cavanaugh, Phil Regan and Henry O'Neill.

## Glenda Farrell Only One in Step On Indian Yells

"Now when Chief Little Wolf enters the ring, holler like a bunch of wild Indians," Director Ray Enright told a couple of hundred extras during the shooting of a wrestling scene for "We're In The Money," the Warner Bros. comedy drama, which comes to the . . . Theatre on . . .

"And if you don't know how to holler like an Indian," Enright continued, "make a funny noise and slap your mouth. Like this . . ." the Warner Bros. director demonstrated.

Chief Little Wolf, played by himself, entered the ring. Indian calls followed.

"Hey, you," the director pointed to Glenda Farrell, "can't you holler like an Indian?"

"I ought to," she yelled. "I was born in Oklahoma and played with papooses when I was a brat. I'm the only one in step in this scene."

Miss Farrell was called to the ring to demonstrate to the extras the correct technique.

"We're In The Money" is riotous comedy, spiced by a most unusual romance and tense dramatic moments. The cast includes Joan Blondell, Glenda Farrell, Hugh Herbert, Ross Alexander, Phil Regan and Henry O'Neill.

# How the STARS got to HOLLYWOOD

## JOAN BLONDELL

featured currently in "We're In the Money"—was born in New York and for years toured the globe with her parents who were vaudeville troupers . . . she has crossed the United States 56 times . . . won a part on the Broadway stage in "The Trial of Mary Dugan" . . . was playing in "Penny Arcade" when Warner Bros. bought it and sent for her to play her stage role on the screen with Jim Cagney! The rest is history!

## HUGH HERBERT

born in New York . . . went from high school into stock . . . years on Broadway stage . . . collaborated on "Lights of New York," first all-talkie . . . was in Los Angeles in musical show when signed up for Hollywood.

## GEORGE BILSON

Author . . . born in England . . . came to New York in early teens . . . served summonses to finance his college education . . . many exciting sequences in "We're In The Money" based on his own actual experiences in this work.

## GLEND A FARRELL

was born in Enid, Oklahoma . . . educated in a convent . . . made her stage debut as Little Eva in "Uncle Tom's Cabin" . . . toured in stock for experience . . . later scored on Broadway in "Love, Honor and Betray" with Alice Brady and George Brent . . . made her first screen appearance with Edward G. Robinson in "Little Caesar" . . . she was in Hollywood on a vacation when a movie director asked her to play the part . . . made an immediate hit with moviegoers.

Mat No. 303—30c

## Hugh Herbert Takes Big Chances In New Picture

Famous Comic of "We're In The Money" Drives Speedy Auto Through Traffic

Two of the funniest scenes which Hugh Herbert has in the new Warner Bros. picture, "We're In The Money," now showing at the . . . Theatre, proved to be the most dangerous he has ever had to do.

In the first of these scenes he had to drive a roadster with Henry O'Neill and Ross Alexander in the front seat with him, through heavy traffic, at forty miles an hour. Time after time he narrowly missed hitting trolley cars and trucks.

This scene is made hilariously funny by the dialogue which accompanies the mad ride. Hugh confesses to his fellow passengers that he has only driven a car twice in his life, has no license to drive and besides the car doesn't belong to him.

The scene had to be played by Hugh Herbert in his usual comedy style, but it was really serious business for him.

If this wasn't dangerous enough, the scene he was required to do two days later, certainly was.

In this scene, made in the waters off Wilmington, Calif., he had to drive a small boat with a powerful outboard motor at top speed. On some of the fast turns he barely escaped bad upsets. Once he skidded on a turn and the rear end of the boat struck the landing stage with force enough to tear the motor loose from the stern of the boat.

Herbert was badly shaken. He freely admitted that the scenes of these two days were the most dangerous he has ever been required to perform in his career as a funny man.

"We're In The Money" is a Warner Bros. production with Joan Blondell and Glenda Farrell and a big cast of featured

## Herbert Wants Woman For Next Vice - President

The news that a woman may be the next vice-president of the United States, is good news to Hugh Herbert, Warner Bros. comedian who is now at the . . . Theatre in "We're In The Money."

As is his wont on all matters of national, civic and no importance, Mr. Herbert issued a statement supporting the move to put a woman in the vice-presidential chair.

The comedian revealed that he is organizing, in Hollywood, "a woman for vice-president league" and that he is looking for members. He also suggests that the chair be a rocking chair.

His statement follows:

"The vice presidency is no job for a man. There isn't enough to do. Men must be active. Look at me. I make it a point to walk down a flight of stairs every day. Take Jack Garner. In Congress he did things. Then they made him vice-president and he became the forgotten man.

"With a woman in the chair, things would be different. She would know what to do with her spare time. For one thing, she could catch up on her knitting. In four years, she could knit socks for every member of the C. C. C."

This leading comic is now in "We're In The Money," a Warner Bros. production with Joan Blondell and Glenda Farrell and a big cast of featured players including Ross Alexander, Hobart Cavanaugh, Phil Regan, Anita Kerry, Henry O'Neill and others.

Ray Enright directed this hilarious story of George Bilson's. The screen play is by H. Hugh Herbert and Brown Holmes with adaptation by Erwin Gelsey.

## Screen Sweeties



Joan Blondell and Ross Alexander are that way in the new Warner Bros. comedy, "We're In The Money," now at the . . . Theatre.

Mat No. 103—10c

players in support: Hugh Herbert, Ross Alexander, Hobart Cavanaugh, Phil Regan, Anita Kerry, Henry O'Neill and others.

Ray Enright directed this hilarious story of George Bilson's, screen play by F. Hugh Herbert and Brown Holmes.

## Blondes Just Hate Being Dunked Declares Prop Boy

**Joan Blondell Submerged 3 Times in "We're In The Money," But She Can Take It**

"Blondes don't like to be dunked," explained Limy, the prop boy. "We'll probably have trouble."

The cast and crew of the Warner Bros. picture "We're In The Money," which comes to the Theatre on ..... and your correspondent were en route to Wilmington, Los Angeles harbor town, where certain sequences of the picture, involving Joan Blondell, Hugh Herbert, Glenda Farrell and Ross Alexander, were to be filmed.

The harbor is more than thirty miles south of Hollywood, and the company speeded along in studio automobiles, a whole fleet of them, toward the rented yacht which was to take all concerned out beyond the breakwater for the dunking scenes.

It was Joan Blondell who was to be dunked. There had already been much discussion about the probable state of the young lady's temper by the time the job was finished.

"Once wouldn't be so bad," declared Limy, shaking his head, "but the script calls for three separate and different dunks. And with retakes and all, she'll be in and out of the water most of the time. We certainly will have our hands full."

### Takes Nap Enroute

Miss Blondell, however, was extraordinarily calm for a lady who faced such an ordeal. She was in the back seat of a car and she was asleep.

"I was up late," she explained by way of apology, "at a benefit. They always come on nights just before a six o'clock call. And besides, my baby has the sniffles and I was up three times in the night with him."

She was making up part of that lost sleep on the trip, it appeared, because her blonde head was bobbing back and forth against the back window of the car until a thoughtful wardrobe woman, sitting beside her, put a pillow behind her neck.

"It's funny," Limy continued, "but brunettes dunk much easier than blondes. Take Kay Francis, for instance, or Dolores Del Rio. Don't mind water a bit. Now Miss Blondell swims as well as either of those, better maybe, but she just doesn't like to be dunked."

"Well, what will they do about it?"

"Oh, we'll dunk her all right," explained Limy brightly. "It's in her contract or something. She's made up her mind to it."

"You can't blame her," said the studio driver, entering the conversation for the first time. "Being dunked in the ocean isn't like getting wet in a pool or a shower bath scene. That water's cold—and salty."

## Famous Swimming Star In New Laugh Film

Josephine McKim, famous aquatic star and member of the United States Olympic Team of 1928, has a part in the new Warner Bros. picture "We're In The Money," with Joan Blondell, Glenda Farrell and Hugh Herbert, which is now playing at the Theatre.

## Strangest Birthplace For Glenda Farrell

Glenda Farrell, popular comedienne who is coming to the Theatre on ..... with Joan Blondell in "We're In The Money," was born in a storm cellar during a tornado in Oklahoma.

## Joan Blondell Hates Location Trip

Joan Blondell, now starring in the Warner Bros. comedy romance, "We're In The Money," which comes to the Theatre on ....., loathes location trips and travel of any sort. Daughter of theatrical people, she travelled constantly, all over the world, before movies gave her a chance to settle down—hence her aversion to journeys. She plays the part of a process server in her current picture.

## On The Loose Again



Joan Blondell, Hugh Herbert and Glenda Farrell in "We're In The Money" at the Theatre.  
Mat No. 203—20c

"Just how does it happen she has to be dunked three times?" an observer asked.

"Well," said Limy, "that's the scenarist's idea. She is chasing a guy to give him a subpoena. She follows his yacht out onto the ocean in an outboard motor. When it runs away out of Hugh Herbert's control she jumps overboard. That's one dunk."

### "Blondell Can Take It"

"Then," explained Limy, "she is picked up by Ross Alexander, who owns the yacht and she ups and serves him with the summons, I guess, and he gets mad and pushed her back overboard into the ocean. That's two dunks."

"Then he feels sorry and goes over after her again and brings her back onto the yacht. Then he sees how pretty she is and tries to make love to her. She doesn't like that, so she jumps overboard again and that's—"

"Three dunks?"

"Right."

"She jumps twice and is

pushed once?"

"Yep, and she's a blonde and she won't like it. She won't like it at all."

"Who pushes her over that second time?"

"I don't know. Alexander I guess."

"Won't he sort of—hate to—?"

"Sure. He doesn't like it either." Limy sighed heavily. "I'll probably have to push her overboard myself. Blondes are like that. They just don't like to be dunked."

But she was dunked and however she felt internally, she didn't fly off the handle and go temperamental. Joan can take it.

## Regan Wrecks Auto To Save a Dog

Phil Regan, former radio star, who has a singing part in the Warner Bros. comedy drama, "We're In The Money," which comes to the Theatre on ....., has bought a new automobile.

The blue stream-lined creation will take the place in the Regan garage of a car nearly wrecked a few weeks ago when the actor drove into a wall to prevent hitting a dog.

## Alexander Names Dog After His Friend

In case anyone wants to know, Ross Alexander, appearing in the male lead opposite Joan Blondell in "We're In The Money," a Warner Bros. comedy romance which comes to the Theatre on ....., has an English bull dog named "Mr. Watson."

"I named the dog after a Mr. Watson I knew in New York," he said. "I liked Mr. Watson and I like the dog because he reminds me of Watson—thus the name."

## Veteran Process Servers Masters of Sly Trickery

**Joan Blondell-Glenda Farrell Coached by Old-Timer For "We're In The Money"**

Look out for uniformed messenger boys with special delivery letters. They may be process servers in disguise.

And make sure that the department store delivery man who asks you to sign for a package really works for a store. He may be planning to hand you a summons.

This is the advice of Bill Lemmon, who for the past fifteen years has been known as a champion of his profession.

Lemmon gave technical advice on "We're In The Money," the Warner Bros. comedy in which Joan Blondell and Glenda Farrell will appear at the Theatre on .....

Lemmon, who broke into print a few years ago, when, in sensational case, he entered the home of a woman defendant disguised as a plumber and handed her a summons, came to Warner Bros. to tell Miss Blondell and Miss Farrell how process servers work.

Lemmon has worn more disguises than a fiction detective. He has been an electrician, a plumber, a telephone repair man, a pie wagon driver, an ice man, a Fuller brush man, a telegraph messenger boy, a department store delivery boy, a census taker and a deputy assessor.

Getting into a defendant's home is not nearly so difficult as getting out alive, according to Lemmon.

In handing a man a summons, it is always best to make sure you have an exit handy. People resent being served and sometimes become violent.

Most process servers have to work a lot at night, Lemmon says.

This is dangerous because when householders see you hanging around in the shrubbery they often call the police. And policemen sometimes shoot first and ask questions afterwards.

One of the most common process serving practices is the package trick, according to Lemmon. The server gets a new box from the store, puts the summons in it, ties it up neatly and rings the defendant's doorbell. The defendant is usually more than willing to sign for the package.

Another common practice is the special delivery letter trick. The server, in the uniform of a telegraph boy, rings the bell, hands the defendant the letter and gets his signature.

Timid men and women make poor process servers, Lemmon says. So do sensitive people. A good process server has to take insults and like them. Lemmon has been called a great many names in his time, most of them unprintable.

He doesn't think process serving is a woman's job.

His advice helped a great deal in the making of "We're In The Money" which was directed by Ray Enright for Warner Bros.

## Are you using the new, exclusive 'PERSONAL' INTERVIEW SERVICE on Warner Bros. stars and players?

Arrangements have been completed with all contracted artists appearing in Warner Bros., First National and Cosmopolitan productions to provide 'personal' interviews on request by recognized newspapers. This service works like this:

Your paper's movie editor prepares a list of questions for an interview just as he would if the star were in town.

The questionnaire should then be mailed direct to:

EDWARD SELZER, Publicity Director  
Warner Bros. Studios, Burbank, Calif.

Editor should mention the date he plans to break the interview and the star will supply information in time to meet his deadline. \*

It is suggested that you plan the story to break for the opening of the star's film, or during its run. Your plans, therefore, will have to be arranged as early as possible after setting your laydate.

\* This contingent upon stars' presence at the studio. If away on location or 'between pictures,' editor will be notified to that effect at once and advised date of return.

CAST OF CHARACTERS

|                     |                   |
|---------------------|-------------------|
| Ginger Stewart      | Joan Blondell     |
| Dixie Tilton        | Glenda Farrell    |
| Homer Bronson       | Hugh Herbert      |
| C. Richard Courtney | Ross Alexander    |
| Max                 | Hobart Cavanaugh  |
| Phil Ryan           | Phil Regan        |
| Claire Le Claire    | Anita Kerry       |
| Stephen Dinsmore    | Henry O'Neill     |
| Butch               | Lionel Stander    |
| Played by Himself   | Man Mountain Dean |
| Played by Himself   | Chief Little Wolf |
| Jevons              | E. E. Clive       |
| O'Rourke            | Ed Gargan         |

THE STORY

Ginger Stewart (Joan Blondell) has met the man of her dreams. He is C. Richard Courtney, (Ross Alexander) masquerading as a private chauffeur in order to avoid service of a subpoena as defendant in a half-million dollar breach of promise suit.

Ginger and her partner, Dixie, (Glenda Farrell) are a pair of snappy process servers in the service of Homer Bronson, (Hugh Herbert) an absent minded attorney, who specializes in breach-of-promise suits—and puzzles.

They prove their ability as process servers by going right into the locker room of a men's club to "get their man."

The next case they are given to handle is the service of subpoenas on C. Richard Courtney, millionaire bachelor and playboy and three witnesses that are needed for the trial.

These prove to be a heavy-weight wrestler, a singer in a nightclub that is protected by unsavory characters and the owner of the dubious club.

They trap the wrestler, after talking their way into a pair of ringside seats and then antagonizing the opponent of their victim until the latter is thrown out of the ring, into their laps. Of course he returns to the ring with the subpoena.

They set out to serve Courtney, but Ginger is not aware that he is her beloved chauffeur.

When they arrive at his luxurious apartment, they find that he has made his escape with his attorney, Dinsmore (Henry O'Neill). Bronson, unwittingly, has aided their escape by driving them to the yacht club where they embark on Courtney's yacht.

When Bronson discovers whom he has aided in escaping justice, he sends for Ginger and Dixie and a water-chase follows, Ginger finally getting aboard Courtney's yacht by leaping overboard from a speedboat and feigning drowning.

Here she realizes for the first time that her lover is the same as the defendant named on her subpoena. She is thrown overboard at Dinsmore's orders and rescued again by Courtney.

Courtney really does love Ginger and together they tear up the legal paper and return to shore. Here they are met by Ginger's partner, Dixie, who serves another subpoena on Courtney as soon as he lands. He thinks he has been made the victim of a frameup and leaves Ginger.

During the court action he resolves to spite Ginger by marrying the complainant in the breach of promise suit. The case is dismissed.

Ginger learns from Bronson that the evidence has been trumped up but when she endeavors to reach Courtney, she finds he has left for the wedding ceremony.

The ceremony is stopped in time.

The fadeout of the picture finds Ginger and Courtney back on the bench where the picture opened and the embrace is significant of wedding bells.

PRODUCTION STAFF

|                     |                                  |
|---------------------|----------------------------------|
| Director            | Raymond Enright                  |
| Screen Play by      | F. Hugh Herbert and Brown Holmes |
| Adaptation by       | Erwin Gelsey                     |
| Story by            | George R. Bilson                 |
| Dialogue Director   | Gene Lewis                       |
| Music and Lyrics by | Allie Wrubel and Mort Dixon      |
| Photography by      | Arthur Todd                      |
| Film Editor         | Owen Marks                       |
| Art Director        | Carl Weyl                        |
| Musical Director    | Leo F. Forbstein                 |

OFFICIAL BILLING

|                              |      |
|------------------------------|------|
| "WE'RE IN THE MONEY"         | 100% |
| with                         |      |
| Joan Blondell—Glenda Farrell | 75%  |
| Hugh Herbert—Ross Alexander  | 60%  |
| Hobart Cavanaugh             | 25%  |
| Phil Regan                   | 25%  |
| Directed by Raymond Enright  | 20%  |
| A Warner Bros.               | 40%  |
| Productions Corporation      | 5%   |
| Picture                      | 25%  |



BIOGRAPHIES

Joan Blondell

Joan Blondell, born of theatrical parents in New York City, has been closely associated with the theatre all her colorful life.

Her childhood was spent as a trouser, going from place to place where her father and mother who appeared for many years in vaudeville under the well known set-name, The Blondells. She is an all-round athlete and has won particular laurels as a swimmer.

She graduated from several schools, including the John Murray School of the Theatre in New York and the College of Industrial Arts. After winning success on Broadway, she was given a screen contract and made an instantaneous hit.

Her most recent pictures include "Broadway Gondolier," "Traveling Saleslady" and "Kansas City Princess."

Glenda Farrell

Glenda Farrell as born in Enid, Oklahoma, and made her debut on the stage as Little Eva in "Uncle Tom's Cabin" at the age of seven. With the exception of occasional pauses for education, she has been on the stage ever since, spending most of her life, as she expresses it, in a trunk.

After an apprenticeship in stock, she went to Broadway here she played in many stage successes. Her last stage play was "Life Begins" and her work was so outstanding she was selected by Warner Bros. to play her same role in the picture.

Her more recent pictures include, "In Caliente," "Go Into Your Dance," and "Gold Diggers of 1935." Her current production, "We're In The Money," comes to the Theatre on .....

Hugh Herbert

Hugh Herbert is a native New Yorker.

He says he was cradled in the shadow of 42nd Street and Broadway. Naturally he turned to the stage.

After serving an apprenticeship in road stock companies, he tried his luck on Broadway. His success was instantaneous and he earned a reputation as one of the stage's ablest comedians.

He is a writer as well as a player and is the author of several screen plays.

Brought to Hollywood for pictures, Herbert proved as funny on the screen as he had been on the stage. Numbered among his screen hits are "A Midsummer Night's Dream," "Traveling Saleslady," and "Gold Diggers of 1935."

His current picture is "We're In The Money" now showing at the Theatre.

Hobart Cavanaugh

Hobart Cavanaugh was born in Virginia City, Nevada, but went to California with his parents at an early age. He attended high school in San Francisco and the University of California, after which he went on the stage.

He road-showed all up and down the West Coast in "Checkers" which Jimmy Gleason had bequeathed him from the season before. Then he went to New York and was seen on Broadway in many successful plays.

For Warner Bros. he has made many pictures, including "A Midsummer Night's Dream," "Bordertown," "Page Miss Glory," and "Don't Bet On Blondes."

His most recent picture is "We're In The Money," now showing at the Theatre.

Ross Alexander

Ross Alexander was born in New York City, July 27, 1907. He attended the Brooklyn Model School and Erasmus Hall. He left school at sixteen to go on the stage, playing in stock in Boston, Mass., and later in Louisville, Ky.

His first Broadway play was "Enter Madame." Other prominent plays in which he has appeared include "The Ladder," "Let Us Be Gay," "That's Gratitude," "After Tomorrow" and "No Questions Asked."

He made his bow on the screen with "Gentleman Are Born" and later played in "A Midsummer Night's Dream," "Flirtation Walk" and "Maybe It's Love."

His current production is "We're In The Money," now showing at the Theatre.

Phil Regan

Phil Regan was born in Brooklyn, N. Y., and educated in the schools there. He visited a friend at the Charlestown, S. C., navy yards and got his first job as a bumboatman. Then he drifted from town to town and from job to job until he finally reached New York again and got a job on the police force as a detective.

Abe Lyman heard him sing and offered him a place on the Columbia Broadcasting network as "The Singing Cop." Then Warner Bros. signed him for film work. He has appeared in "In Caliente," "Go Into Your Dance," and "Sweet Adeline."

His current picture is "We're In The Money" now showing at the Theatre.

(Review)

"We're In the Money" Is One Continuous Laugh

Inimitable Trio of Comedians, Joan Blondell, Glenda Farrell and Hugh Herbert Never Funnier

"We're In The Money," the Warner Bros. picture which was shown for the first time locally at the Theatre yesterday, is one of the funniest comedies brought to the screen in many a long day.

Warner Bros. have a knack of selecting unusual plots and unique situations and "We're In The Money" is one of the most unique and unusual of them all.

Almost every situation brought chuckles or riotous laughs, while the romantic angle won the sympathy of the audience when it could stop laughing long enough.

The story concerns the efforts of two girl chisellers who are process servers for an attorney specializing in breach of promise cases. The romance is between one of the girl chisellers and a wealthy young man dressed in a chauffeur's uniform, with whom she falls in love while strolling in the park.

The love is mutual although neither knows who the other is, nor that the girl is trying to serve a subpoena on the man in a breach of promise case.

The two girls get into the man's house on a subterfuge, but he escapes by the back door and goes to his yacht for a cruise until the matter has blown over. But he does not know of the persistence of the two process sharks who follow in a motor boat to the yacht. The girl in love with the man leaps overboard near the yacht and yells for help. Things move fast and furious then to an utterly astonishing climax.

Joan Blondell, Glenda Farrell and Hugh Herbert, that inimitable trio of comedians, who have often played together, brought gales of laughter in "Traveling Saleslady," "Kansas City Princess," "Havana Widows" and other pictures, head the cast of "We're In The Money."

Miss Blondell and Miss Farrell have the roles of the unbeatable process servers, who work for the shyster lawyer, Hugh Herbert.

Never has Miss Blondell been more radiant or more beautiful. She bubbles over with spontaneous good spirits.

Glenda Farrell, the unconditional gold digger of all time, is the same wise cracking Glenda, although she seems even to outdo her excellent performances.

Hugh Herbert, who forgets



The gentleman playing with the toys is Hugh Herbert, the No. 1 comedian of the new Joan Blondell-Glenda Farrell hit, "We're In The Money," now at the Theatre.

Mat No. 101—10c

which side he is on in his love suits, almost raised the roof off the house with his antics.

Ross Alexander is excellent in his role of the youthful rich man, who is trying to get out of a breach of promise suit because he has fallen in love with Miss Blondell, as also is Hobart Cavanaugh as a serious minded assistant to Herbert.

Phil Regan, formerly the Radio Cop, sings a catchy air by Allie Wrubel and Mort Dixon. Man Mountain Dean and Chief Little Wolf stage a unique wrestling bout, which is hilariously funny.

Raymond Enright, the director, has made the comedy move with a swiftness that keeps the spectator in constant laughter.

The story is by George Bilson, adapted by Erwin Gelsey, and with screen play by F. Hugh Herbert and Brown Holmes.

## ACCESSORIES



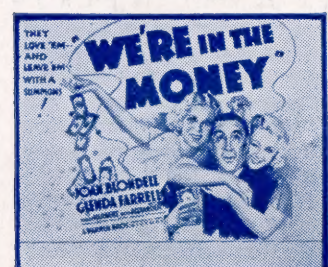
**24-SHEET** DESCRIPTION: Title is deep red with remaining credits blue green. Illustration in full-color on a white background.



INSERT CARD



1-SHEET, WINDOW CARD, MIDJET WINDOW CARD



SLIDE



6-SHEET



3-SHEET

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|---------------------|-------|--------------|
| 1 to 49             | ..... | 15c each     |
| 50 to 99            | ..... | 13c each     |
| 100 and over        | ..... | 11c each     |
| 3-SHEETS            |       |              |
| 1 to 24             | ..... | 40c each     |
| 25 and over         | ..... | 36c each     |
| 6-SHEETS            |       |              |
| 1 to 9              | ..... | 75c each     |
| 10 to 19            | ..... | 70c each     |
| 20 and over         | ..... | 65c each     |
| 24-SHEETS           |       |              |
| Up to 24            | ..... | \$2.00 each  |
| 25 and over         | ..... | 1.75 each    |
| WINDOW CARDS        |       |              |
| 1 to 49             | ..... | 7c each      |
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| 100 and over        | ..... | 5 1/2c each  |
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| 1 to 24             | ..... | 25c each     |
| 25 to 49            | ..... | 22c each     |
| 50 to 99            | ..... | 20c each     |
| 100 and over        | ..... | 18c each     |
| HERALDS             |       |              |
| 1M to 4M            | ..... | \$3.00 per M |
| 5M and over         | ..... | 2.75 per M   |
| LOBBY DISPLAYS      |       |              |
| 11 x 14 Photos      | ..... | .75c a set   |
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| 22 x 28 Photos      | ..... | .80c a set   |
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| Slides              | ..... | 15c each     |
| Stills              | ..... | 10c each     |
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(These prices apply to the U. S. only)

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